

ELEVATOR PITCH CANVAS

Designed for:

Date:

Version:

THIS IS FOR...

Your target customer.

WHO NEED...

Identify the need or problem that your target customer has.

THE (PRODUCT OR SERVICE)...

Name the product or service.

IS A...

Define the market category you operate in.

THAT PROVIDES...

The key benefit that your product or service provides that fulfills the customer need.

UNLIKE...

Identify the real competition for your product or service.

THIS DOES/HAS...

The unique differentiator or point of difference that your product or service has versus the competition.

Ver. 1.0

